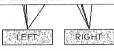


At the recording studio, multiple channels are recorded to ensure that the best possible sound is captured.

Then, the sound tracks are equalized, filtered, mixed and combined to arrive into the final commercial product, the music contained into two master channels: LEFT and RIGHT.



Then the content is allocated in different media for its distribution.



Customer purchases the content and reproduce it in a standard stereo reproducer.



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At the recording studio, multiple channels are recorded. This becomes the MASTER RECORD and can include images and data files as well

When a customer's order is received, the PROPOSED SYSTEM asks, these parameters for customization:

Customer's preferences

Uses for the recording.

- · Number & type of available speakers.
- · Acoustic characteristics of the room.
- The PROPOSED SYSTEM equalizes, filters, mixes and combines the Sound Tracks according to the number of channels for the customer setup.

The PROPOSED SYSTEM allows to download the combined sound track file into the customer's reproduction equipment according the purchase' terms



Fig. 1 Comparison between current approach and the proposd system (CMRS)



Application Structure

Business Model

Applications

Functions and Technology

Fig. 2-Architecture of the Business Model



Business Process Description 533.091702

A Customer inquires the Seller by means of a differentiated seller-provided customer interface.

The Customer interacts with the seller-provided interface and select a preference, determined by a group of commercial conditions within a group of Music&Media records available.

The seller-provided interface request the customer his:

- •Preferences
- •Amount and type of available speakers.
- ·Acoustic characteristics of the room.
- ·Uses for the preference selected.
- ·Payment option.

The customer itself and/or his reproduction system, through its communication interface, provides the seller with the profile information required.

The seller's application produces a CUSTOMIZED MULTICHANNEL RECORD FILE (CMRF), validates the payment and allows the customer to download the CMRF or allocate it in a supporting media like CD. DVD or tape.

An account is created for customer care purposes in which all the relevant information related to the transaction is recorded.

Note: Characters in **Bold** indicates what is unique and invented in the business model proposed.

Fig. 3 Proposed Business Model Process